


GETTING UP TO SPEED:

Understanding and Sustaining Your Broadband




BROADBANDUSA  
CONNECTING AMERICA'S COMMUNITIES

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Amigos Library Services

WALLWISHER

wallwisher

built by TSLACLD on January 4, 2012 11 posts so far



Texas  
State Library  
and Archives  
Commission

TSLAC Library Development & Networking Wallwisher Wall

To add your message: double-click on the wall, type in the box, and then click Ok.

TSLACLD says

Does your library have enough bandwidth? If not, how do you know? (Please reply below this box.)

3 days ago

<http://www.wallwisher.com/wall/tslaclld>

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## SERIES SUMMARY

- Do your patrons complain about sluggish internet service?!
- Does slow service impact your ability to meet the community's needs and expectations?!

If you know that your library needs to upgrade, but you do not know where to start or do not understand your options, this is the series for you!

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## SESSION SUMMARY

Building on information presented in the first session, this webinar will provide information on lower cost broadband connectivity options available to libraries. It will also explore the value of enhanced connectivity to library patrons and to the community at large, providing attendees with a broader understanding of the issue to enhance advocacy efforts as demand, costs, and expectations rapidly increase.

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## AGENDA

- Low(er) cost options
- Statistics
- Help in advocating for more

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## POLL

Which is larger?

- 1 megabyte
- 1 megabit

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## POLL

Which is a measurement of bandwidth:

- Megabytes per second
- Megabits per second

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## POLL

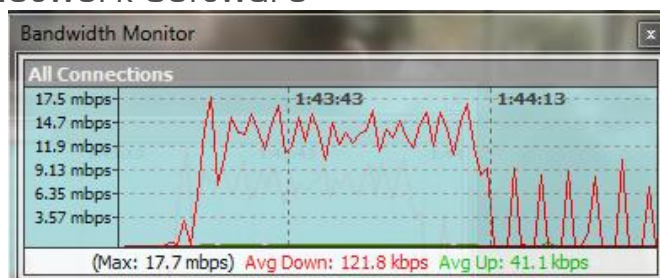
Which has more bandwidth?

- T-1
- DSL

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## IDENTIFYING YOUR BANDWIDTH

- Bandwidth Monitor - <http://www.bwmonitor.com/>
- [www.broadband.gov](http://www.broadband.gov)
- [speedtest.net](http://speedtest.net)
- [speakeasy.net](http://speakeasy.net)
- Network software

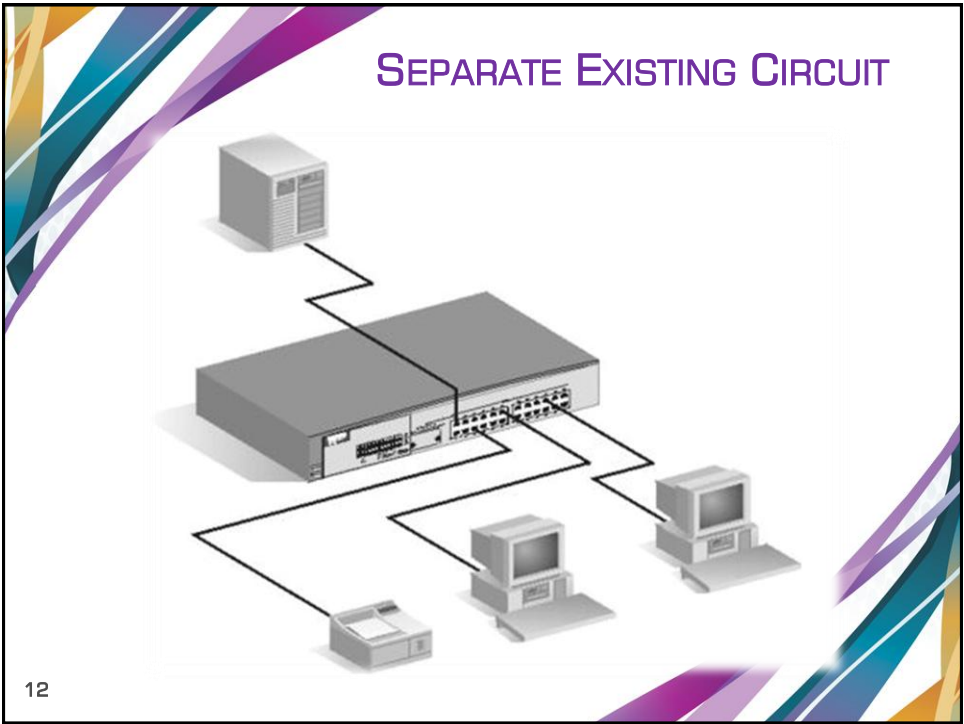
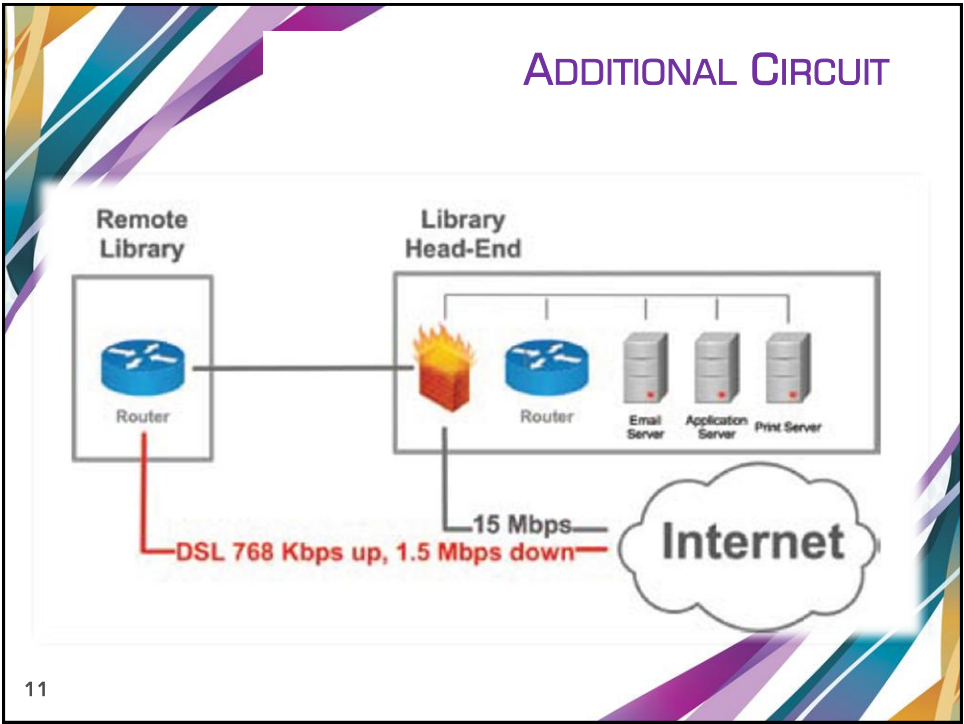


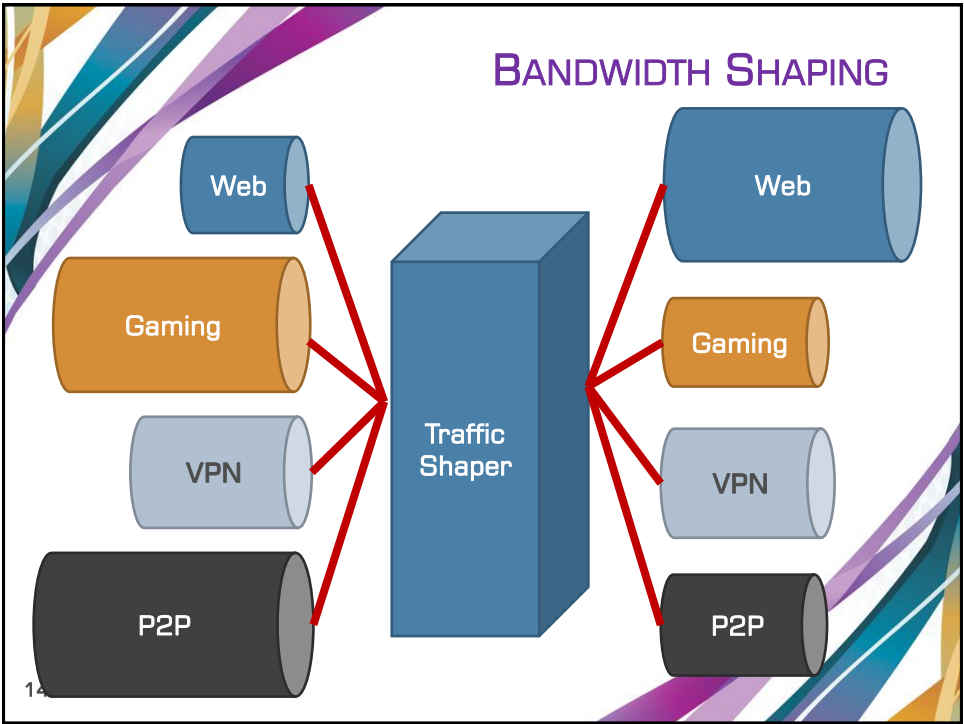
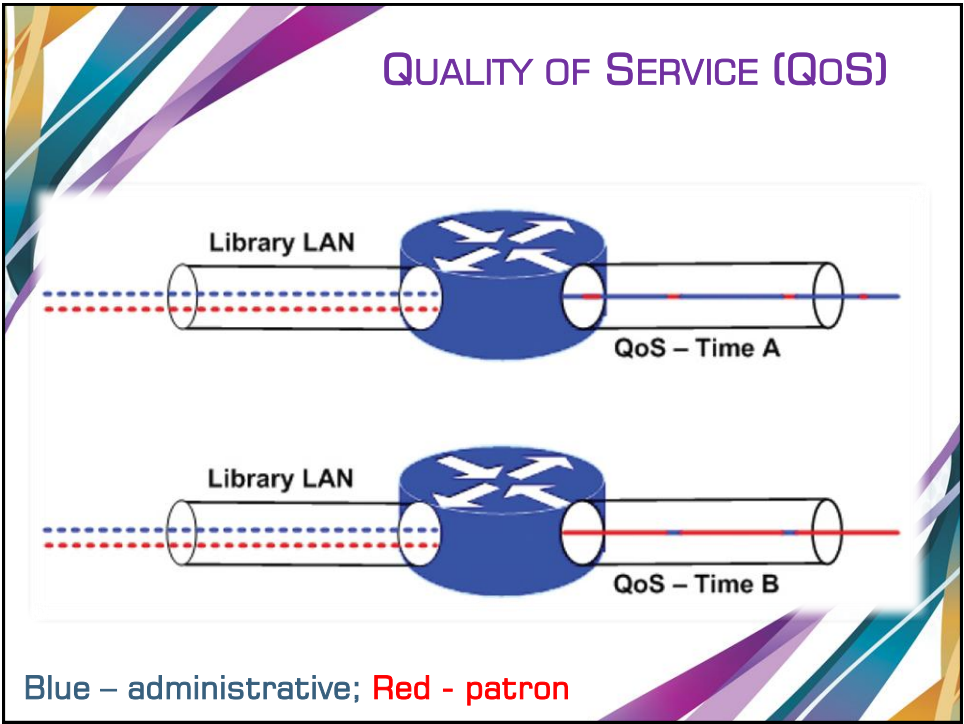
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## LOW-COST OPTIONS

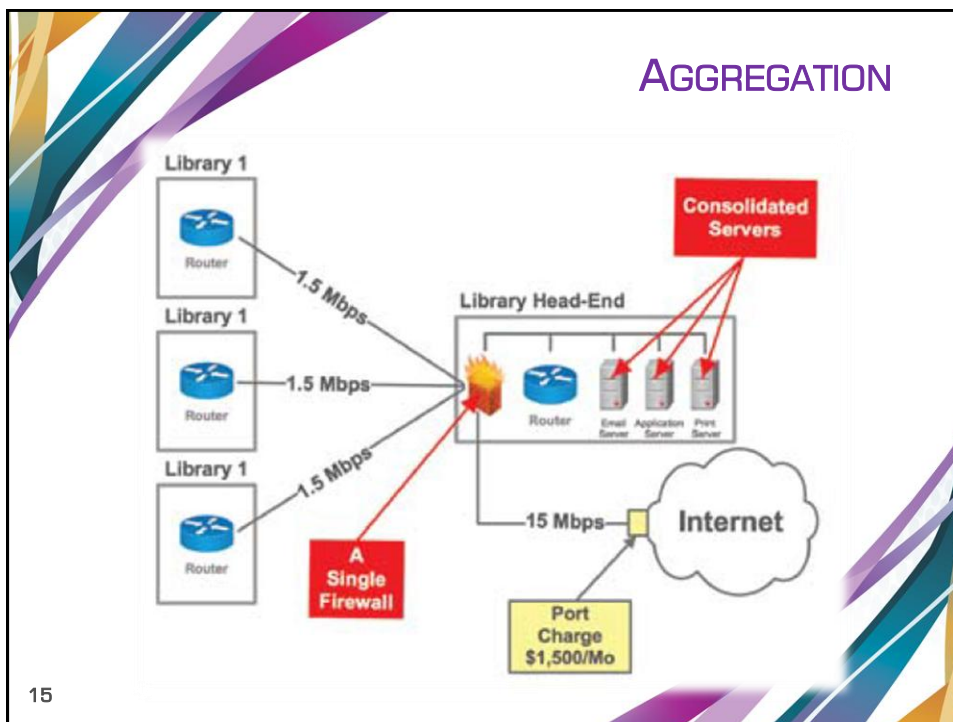
- Lease additional circuit for patron use
- Separate existing circuit
- Aggregation
- E-rate
- Texas State Telecommunications Discounts

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## E-RATE TELECOMMUNICATIONS

Eligible digital transmission technologies include, but are not limited to:

- [Asynchronous Transfer Mode \(ATM\)](#)
- [Broadband over Power Lines \(BPL\)](#)
- [Digital Subscriber Line \(DSL\)](#)
- [DS-1, DS-3](#)
- [Ethernet](#)
- [Fiber](#)
- [Frame Relay](#)
- [Integrated Services Digital Network \(ISDN, BRI, PRI\)](#)
- [OC-1, OC-3, OC-12, OC-n](#)
- [Satellite service](#)
- [Switched Multimegabit Data Service \(SMDS\)](#)
- [T-1, T-3, Fractional T-1](#)
- [Wireless](#)

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## CONSIDERATIONS

- Priority one service
  - Telecommunications
  - Internet access
- Also includes:
  - Local phone service
  - Long distance phone service
  - 800 service
  - VoIP
  - Cellular service

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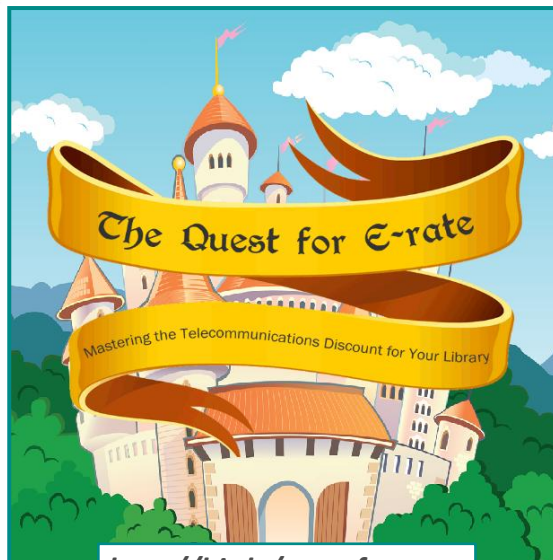
## CONSIDERATIONS

- No technology plan required
- CIPA required for Internet access
  - E-rate/LSTA funding
  - Internet safety policies
  - Blocking/filtering technology
- Your discount?

<http://www.tsl.state.tx.us/ld/funding/discount.html>

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## QUEST FOR E-RATE



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<http://bit.ly/questforerate>

## POLL

Does your library apply for E-Rate?

- Yes
- No
- Not sure

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## POLL

If not, why not?

- Too much paperwork
- Too much hassle
- Not enough discount
- Don't know how
- Other reason (Wallwisher/chat)

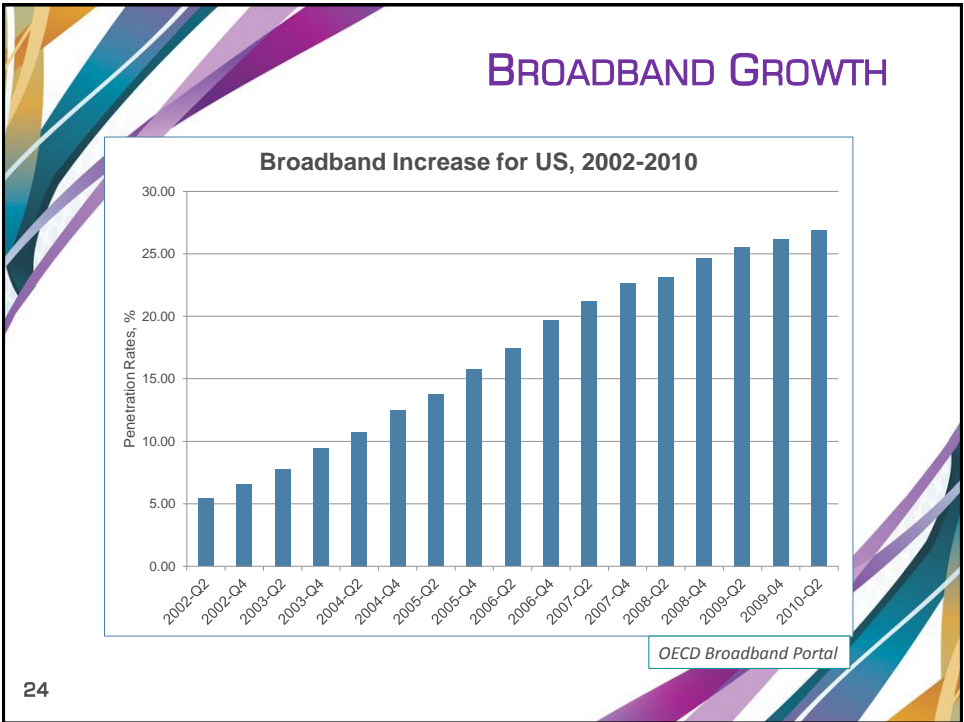
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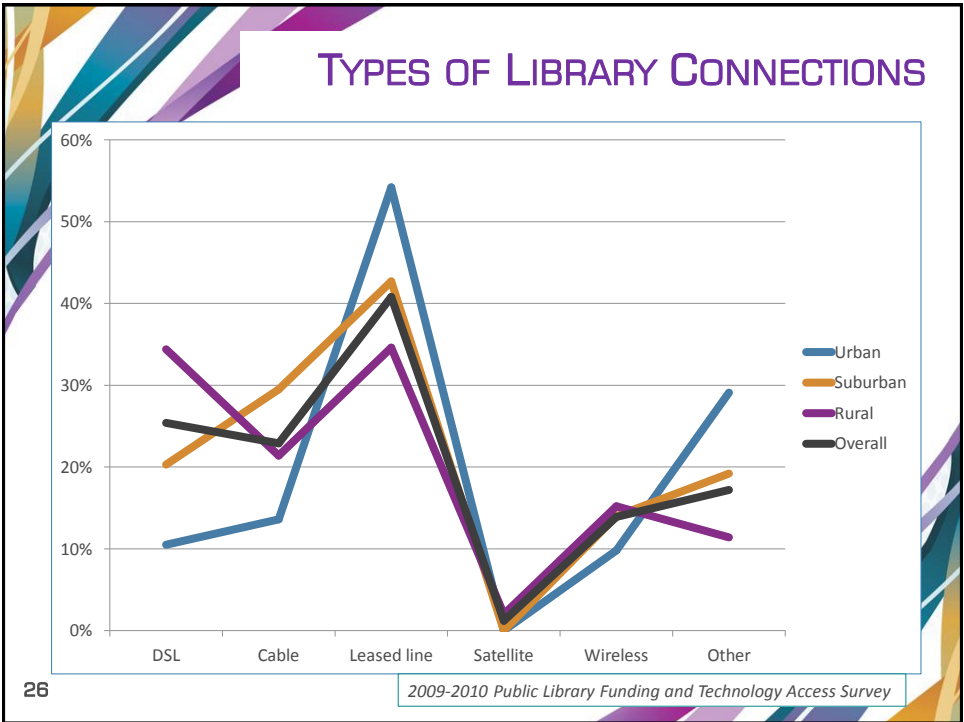
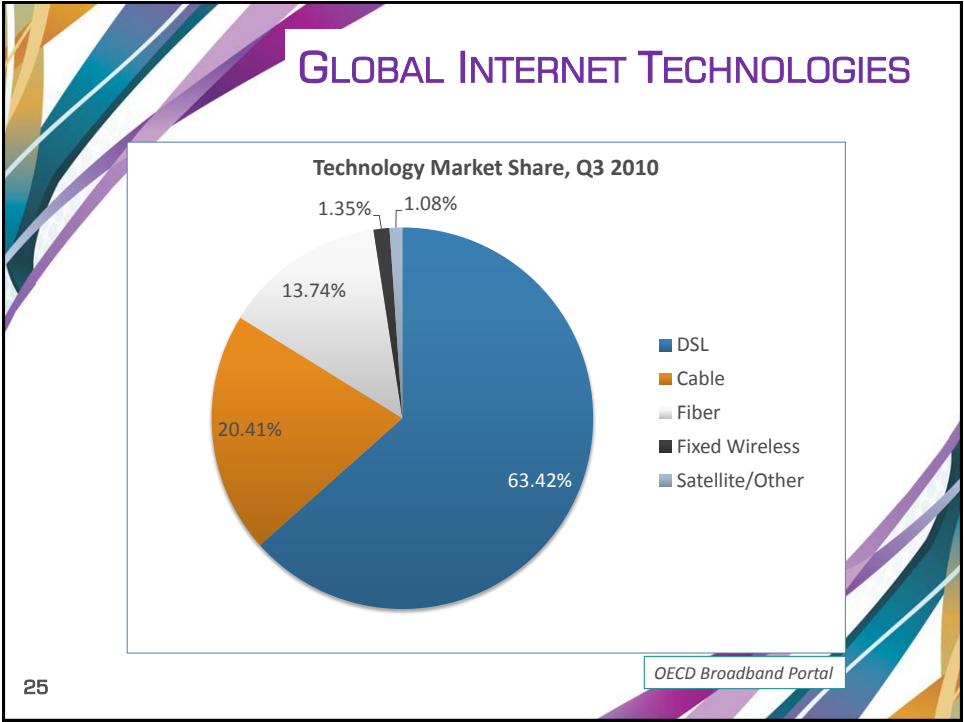
## STATE TELECOMM DISCOUNTS

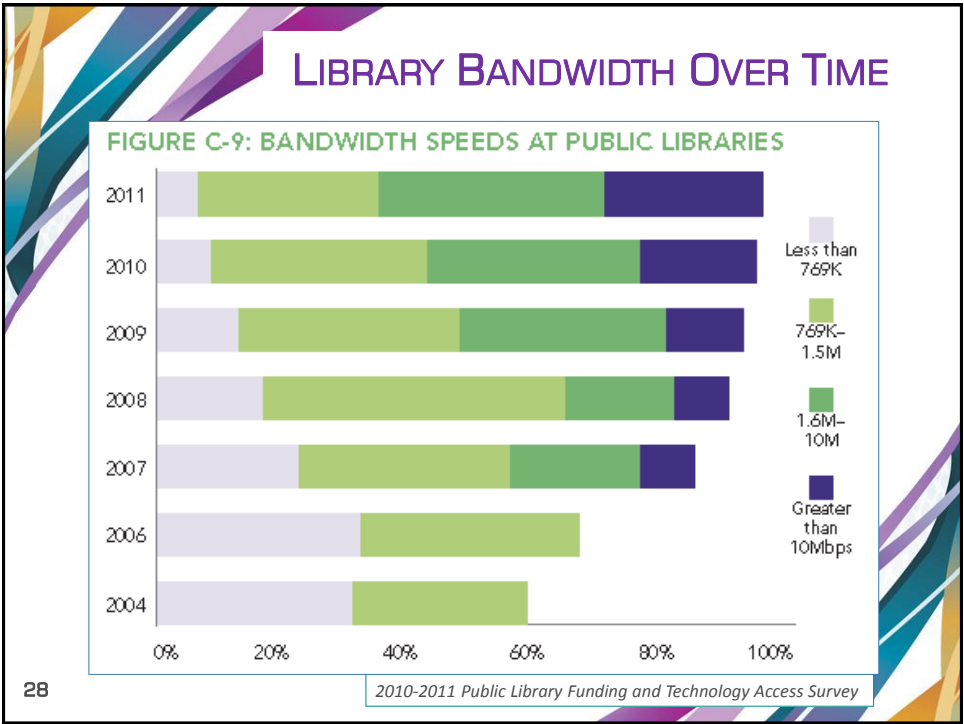
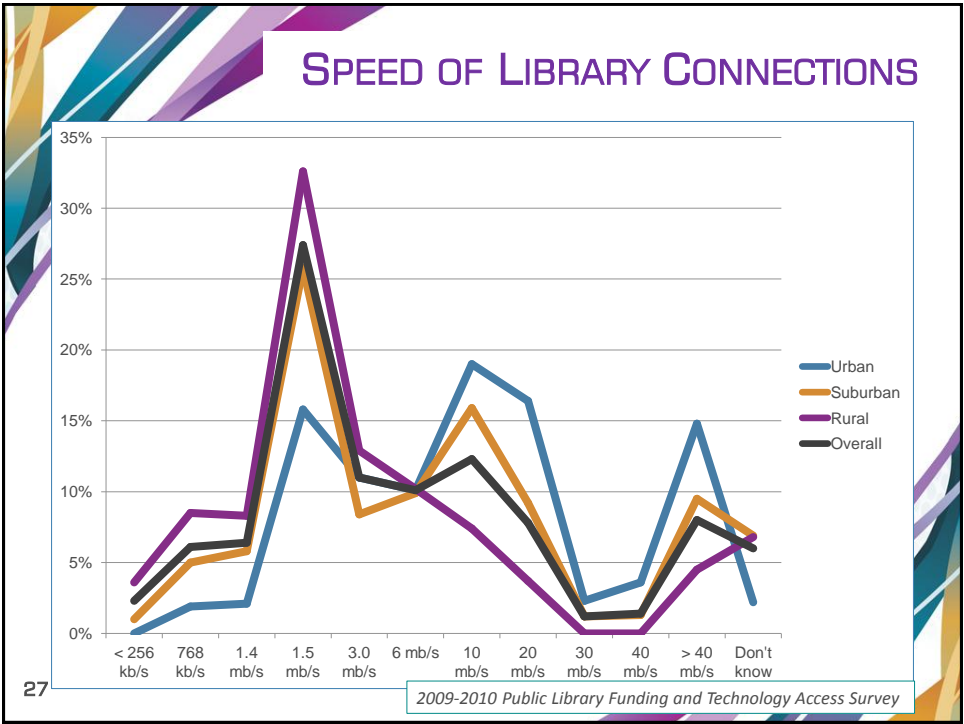
- Texas Universal Service Fund
- Discounts:
  - 25% discounts on telecommunications
  - Discounted T-1 rates
  - Other broadband services - 105% or 110%
- Expire January 1, 2016

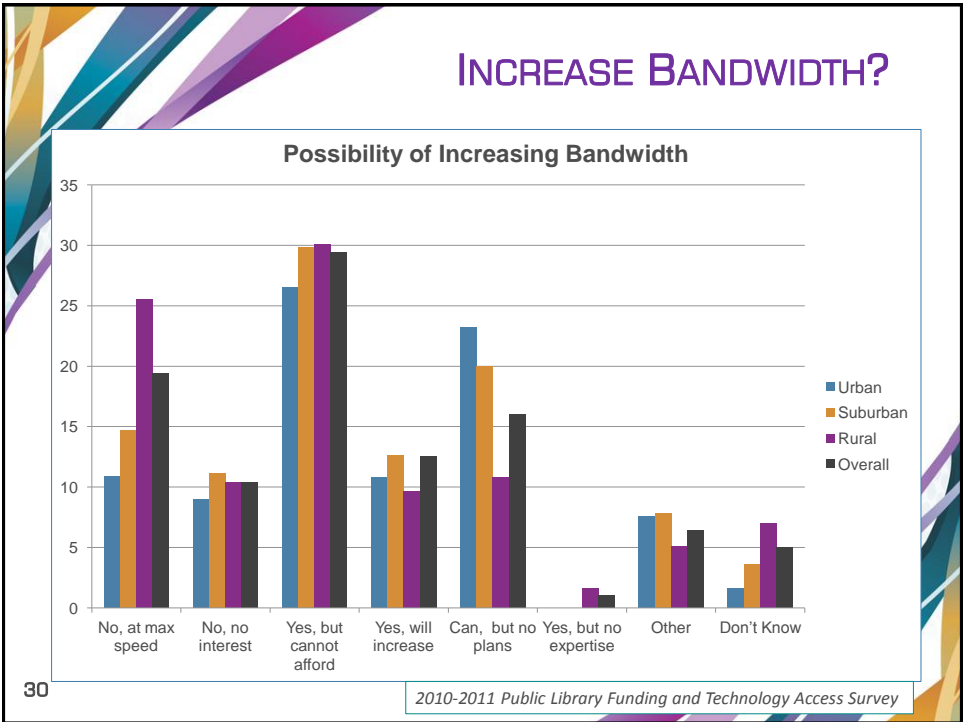
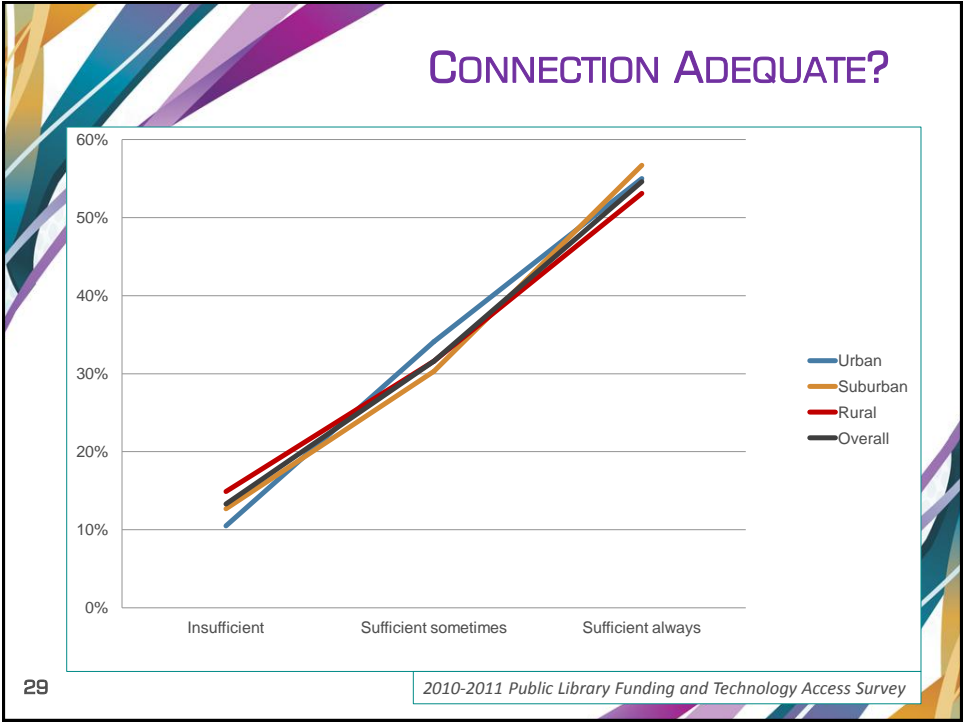
[http://www.txla.org/sites/tla/files/  
Advocate/82Telecom.pdf](http://www.txla.org/sites/tla/files/Advocate/82Telecom.pdf)

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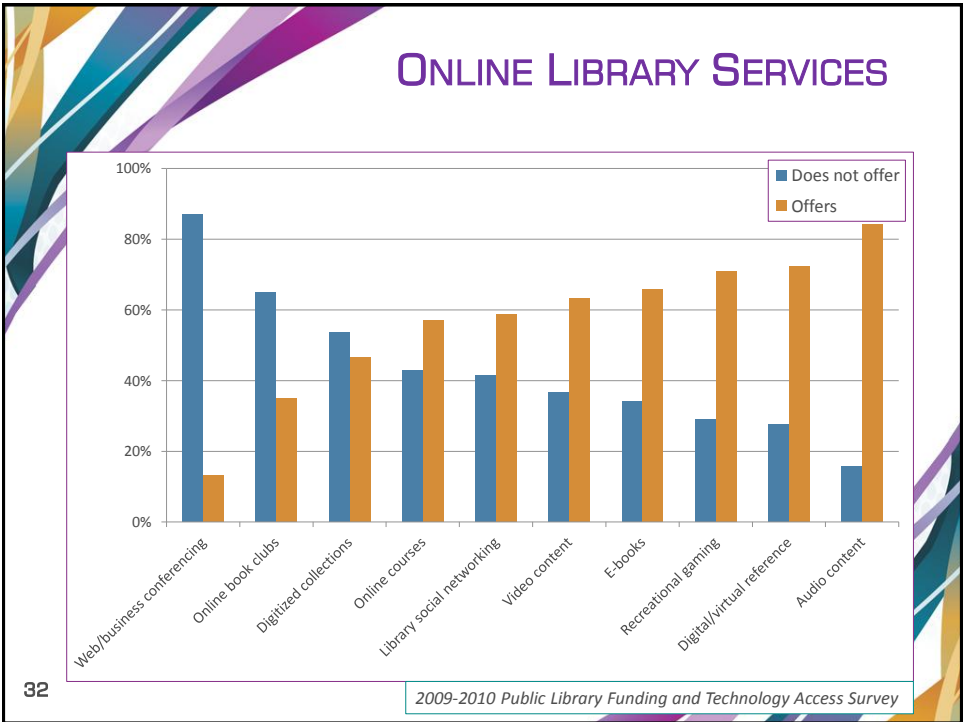


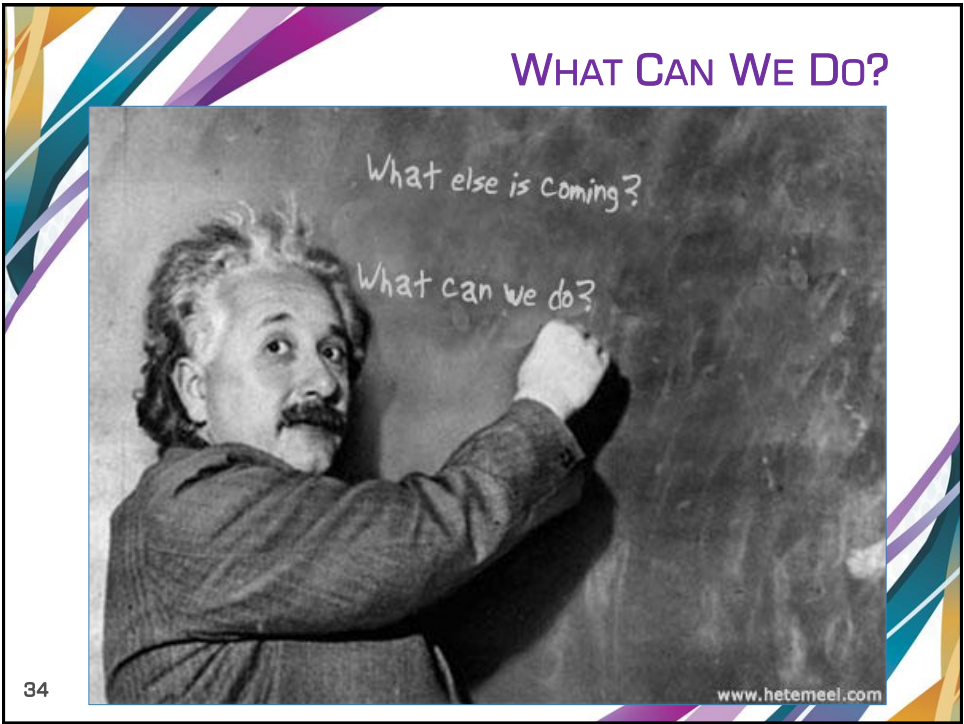
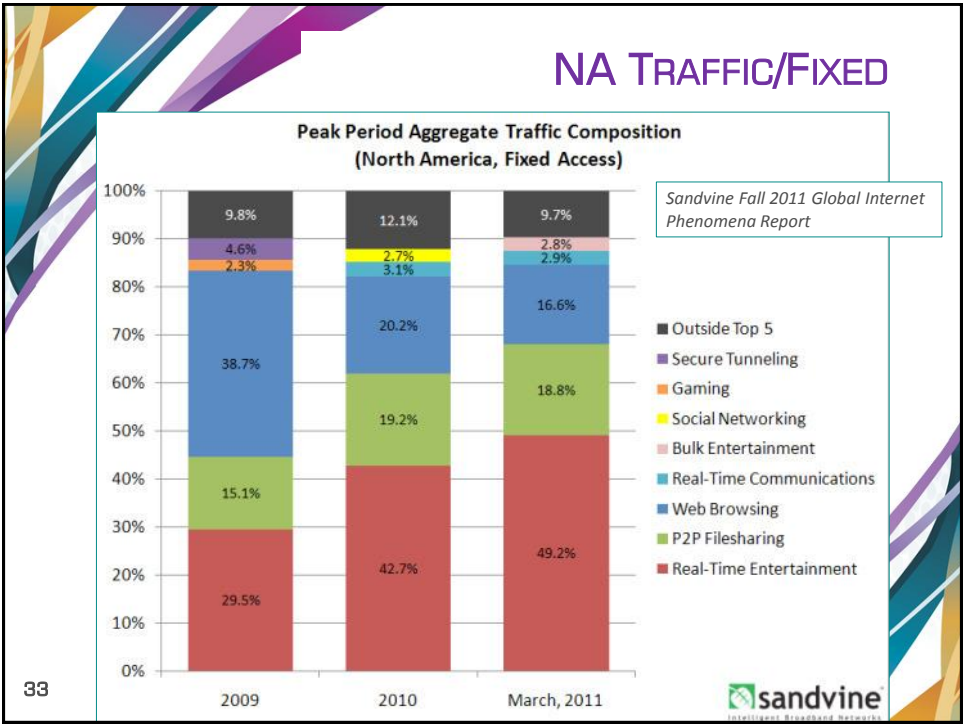


WALLWISHER/CHAT

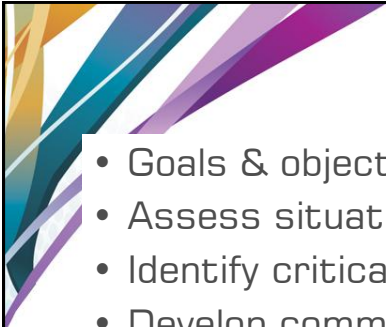
What services are public libraries now offering that affect bandwidth?

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# ADVOCACY PLAN

- Goals & objectives
- Assess situation
- Identify critical tasks
- Develop communication plan
- Develop work plan
- Document & evaluation results

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## GOALS & OBJECTIVES

### GOALS-OBJECTIVES-STRATEGIES WORKSHEET

1. What are you trying to accomplish? This is your goal. State your goal as simply and clearly as you can below.

*Example 1: Do you want to increase the amount of broadband access you currently have?*

*Example 2: Are you trying to join a group of libraries so you can share a larger broadband service?*

Your goal:

2. What are the reasons this is important? These are your objectives. Start by listing all the positive results you expect if this goal is accomplished. In the first example above, increasing bandwidth will let community members take online courses for their jobs. In the second example, if the library shares bandwidth with other libraries, it could decrease the cost. There are many more reasons too. List them below.

1.

2.


3.

4.


5.

6.

From ALA's Frontline Advocacy Toolkit:  
[http://www.ala.org/ala/issuesadvocacy/advocacy/advocacyuniversity/frontline\\_advocacy/](http://www.ala.org/ala/issuesadvocacy/advocacy/advocacyuniversity/frontline_advocacy/)



ASSESS  
THE SITUATION




SWOT ANALYSIS: STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS

STRENGTHS	WEAKNESSES
What are your library's strongest contributions to your community?	In what areas does your library have fewer resources than you need?
What does your library do that no one else does?	What else needs improvement?
What do your users like best about your library?	What do <del>your</del> users wish you did better?

From ALA's Frontline Advocacy Toolkit:  
[http://www.ala.org/ala/issuesadvocacy/advocacy/advocacyuniversity/frontline\\_advocacy/](http://www.ala.org/ala/issuesadvocacy/advocacy/advocacyuniversity/frontline_advocacy/)

IDENTIFY  
CRITICAL TASKS



IDENTIFY CRITICAL TASKS

If you are trying to advocate for an existing or future service, there are certain tasks that should be considered. Some tasks are more general and should be dealt with for an advocacy project. Broadband, however, includes its own list of critical tasks.

**GENERAL TASKS**

Some (or all) of these tasks will be planned by the steering committee, but it is a good idea for you to have your own ideas before meeting with them.

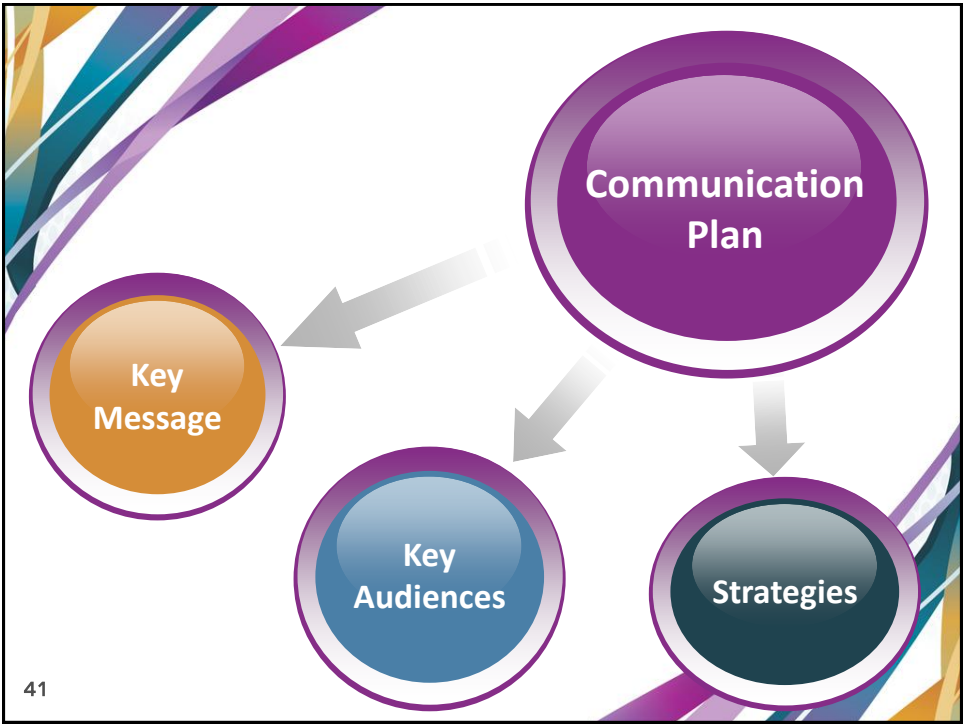
1. Will you need a steering committee? If so, who should be on it?
2. Will you need a budget? Prepare a rough outline of items/costs.
3. Will you need volunteers? How will you find them? What types of tasks will they do for you?
4. Will you need to raise funds? If so, give an approximate amount of money to be raised. If you don't know right now, a guess is fine.

**BROADBAND TASKS**

What are tasks that should be done because this is a broadband-related project? Are there specific types of people you may want on the steering committee because of their experience or knowledge?

- 1.
- 2.
- 3.
- 4.

From ALA's Frontline Advocacy Toolkit:  
[http://www.ala.org/ala/issuesadvocacy/advocacy/advocacyuniversity/frontline\\_advocacy/](http://www.ala.org/ala/issuesadvocacy/advocacy/advocacyuniversity/frontline_advocacy/)



### EVALUATION/FOLLOW-UP

- Did your advocacy work?
  - Numbers/statistics
  - Did you get support?
  - Did you get what you wanted? Why/why not?
  - Did you get comments?
- Publicize good results
- Thank you!

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BUT . . .


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“FRONTLINE ADVOCACY”



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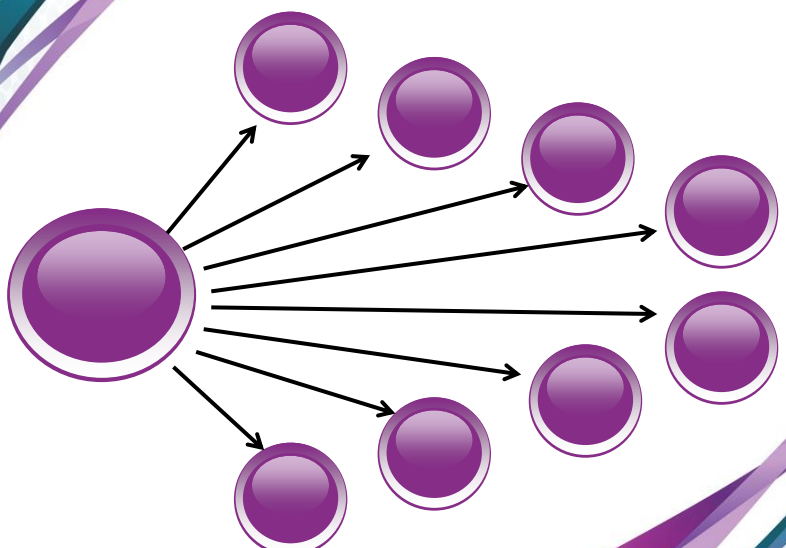


### "CAN'T DO IT ALONE"

- Involves library staff
- Supplements traditional advocacy
- Reach more people

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### EACH ONE, EIGHT OTHERS



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. . . FOR PUBLIC LIBRARIES



Frontline Advocacy

## Frontline Advocacy for Public Libraries

### Table of Contents

- 2.1 [What Is Frontline Advocacy in a Public Library Setting?](#)
- 2.2 [Why Is It Important?](#)
- 2.3 [Who Me?](#)
- 2.4 [Frontline Advocacy Every Day : Leadership and Staff Working Together](#)
- 2.5 [Going Deeper: The Role of Library Leadership in Planning for Frontline Advocacy](#)
  - 2.5.a [Taking the Lead](#)
  - 2.5.b [Looking Closely at Your Library](#)
  - 2.5.c [Goals, Objectives, and Strategies](#)
  - 2.5.d [A Job for Everyone](#)
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  - 2.5.f [Your Message](#)
  - 2.5.g [Your Audience](#)

<http://bit.ly/xDgdtO>

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## HOW TO: FRONTLINE ADVOCACY

1. Share and discuss materials
2. Create task force
3. Decide on message
4. Brainstorm how to communicate message
5. Integrate into all areas of library
6. Train staff
7. Make time
8. Evaluate

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## DIFFERENCES

- All staff are involved
- Brainstorm ideas for specific situations
  - Reference
  - Circulation
  - Programs
  - Grocery store ☺
- Integrate into all areas of library
- Follow through

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## FROM HERE . . .



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## WHAT IS SUFFICIENT BANDWIDTH?

- As much as you can afford
- More than we have
- It's determined by the number of irritated patrons
- When you click, it happens

-- Bob Bocher, Technology Consultant

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*Thank You!*

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